Le câble:
clé du futur

- Heated topics lead Canadian show agenda
- Canadian license awards create uproar
- Goldwater switches tracks on TV coverage
- Stumbling blocks remain in NYC franchising

CableVision™

and features weekly of the cable television industry June 7, 1982

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New Wave logos: Fat, funny and alive

Madison Avenue back in director's chair

CableVision June 7, 1982. Volume 7, Number 39

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C-SPAN gold

Sen. Barry Goldwater switched his position and now favors televising the Senate proceedings. Meanwhile, during committee hearings, C-SPAN president Brian Lamb defended his organization's ability to provide Senate coverage. **Leading the week, pages 13-19.**

Cable's sex life

The steamy topic of sex in cable programming is causing a lot of verbal heat and interesting positions by industry leaders. The first round of debate was intense, but an upcoming second debate promises even more. **Leading the week, pages 13-19.**

News figures

Satellite News Channels claims it will launch with 56 MSOs and 2.6 million subscribers. How SNC got those figures provides an inside look at routes numbers sometimes take. **Leading the week, pages 13-19.**

Telelaw

The Federal Bar Association held its fifth annual telecommunications law conference and focused on the AT&T settlement and aftershocks of FCC actions on transponder auctions. **Leading the week, pages 13-19.**

Border war

U.S. broadcasters operating along the Canadian border have demanded that Congress take action against what they describe as unfair trade practices by the Canadian government. **Leading the week, pages 13-19.**

Northern meeting

Pay television and new technologies will be on the agenda this week at the Canadian Cable Television Association annual convention. **Leading the week, pages 13-19.**

Canadian stand

A consortium of cable related groups have protested the awarding of pay licenses by the Canadian government. However, those protests have fallen on deaf ears. **Leading the week, pages 13-19.**

Radio approach

Satellite News Channels is applying an old sales technique to garner advertising support, but potential clients are expressing doubts the plans are workable. **Page 30.**

Capital dilemma

Washington officials are almost ready to seek cable franchise bids. Comments from the leading MSOs across the country indicate that they may not be interested because of pending conditions. **Page 34.**

Canadian aid

In an effort to promote the Telidon videotex system, the Canadian Department of Communications is awarding $10.5 million in grants to private industry and non-profit organizations. **Page 59.**

Bell answers

The Department of Justice and AT&T officials have refuted claims by their opponents filed in district court. Hearings on the subject have been scheduled for late June. **Page 69.**

About the cover

Frank Olinsky is shown at work in the Manhattan Design Studio, where the MTV logo/graphic identification was designed. The photograph was taken specifically for *CableVision* by Charles Reilly.

This Week in CableVision Plus

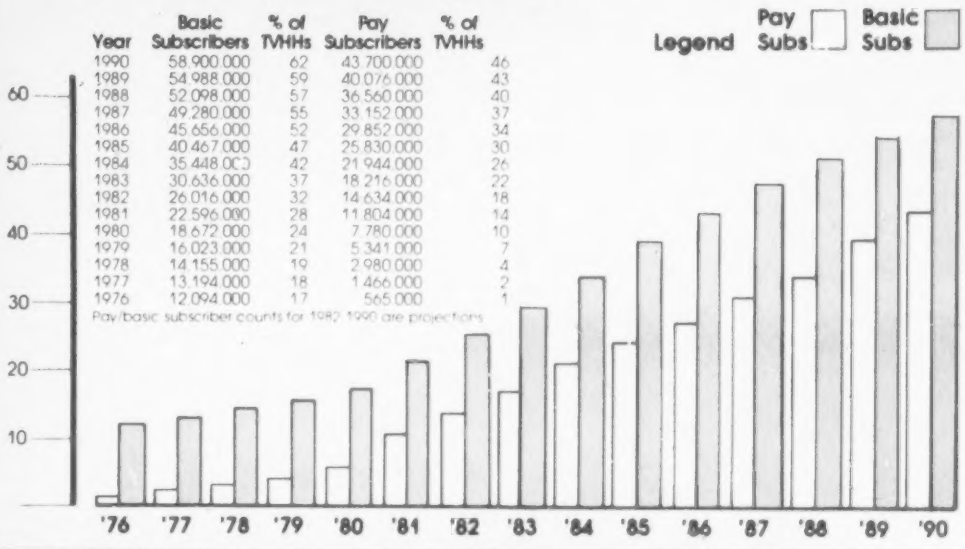
The MTV logo is sometimes shocking, sometimes cute, sometimes outrageous. Associate editor Jean Grillo reports on how it got that way and other tales from the frontier of network logo design. *CableVision Plus* investigates the new wave of advertiser-paid-for cable shows. Is it another Golden Age of Television or just a long commercial message?

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

Film product comparison—June

Film	Networks					Distributor
A Challenge for Robin Hood				(HTN)	C	Warner Bros
A Change of Seasons					C	Filmways
A Face in the Crowd					C	Castle Hill
A Fistful of Dynamite			(TMC)		C	MGM/UA
Agatha				HTN		Warner Bros
Alice Sweet Alice	(HBO)	ST*				Lorimar
The Amazing Adventures of Joe 90		(ST)			C*	ITC
American Gigolo		ST*	(TMC)			Paramount
Animal Crackers				HTN	(C)	Universal
The Apple Dumpling Gang Rides Again	(HBO)		TMC*	HTN*		Disney/Buena Vista
Ashanti					C*	Warner Bros
Atlantic City	HBO	ST	TMC			Paramount
The Awakening	(HBO)	(ST)	TMC			Warner Bros
Barnaby and Me		ST*				Simcom
Beyond the Reef	HBO*					Dino DeLaurentis
Big Wednesday					C	Warner Bros
Birth of the Beatles					C	Worldvision
The Black Marble	HBO					Embassy
The Black Pearl	(HBO)			HTN*		Columbia
The Blackboard Jungle		(ST)			C*	MGM/UA
Blow Out	HBO	ST	TMC			Filmways
Blow-Up		ST				MGM/UA
Blue Fire Lady		ST				Film Gallery
The Blues Brothers	(HBO)	ST*	(TMC)			Universal
Brubaker	HBO	(ST)	(TMC)			20th Century-Fox
Captain Scarlet vs. the Mysterons from Mars		ST*				ITC
Carbon Copy	HBO*					Embassy
Cardiac Arrest	HBO*		(TMC)			Film Ventures
The Case of the Mukkinese Battle Horn					C	Janus
Cat and the Canary	(HBO)		(TMC)	HTN	(C)	Universal
Caveman	HBO*		(TMC)			MGM/UA
Chapter Two	(HBO)	(ST)	(TMC)	HTN*		Columbia
Chu Chu and the Philly Flash	HBO	ST	TMC	HTN		20th Century-Fox
Continental Divide	HBO	ST	TMC	HTN		Universal
Cutter's Way		ST	(TMC)		C	MGM/UA
Darby O'Gill and the Little People	HBO		TMC			Disney/Buena Vista
Day for Night				HTN	(C)	Warner Bros
The Daybreakers	HBO*					TeleMine
Dead and Buried	HBO					Filmways
Deadman's Float		ST	TMC			Satori
Death Hunt	(HBO)	ST*	TMC*			20th Century-Fox
Dog Day Afternoon	HBO	ST*				Warner Bros
The Dogs of War	HBO*	ST				MGM/UA
Don't Go Near the Water		(ST)			C	MGM/UA
The Dot and the Kangaroo				HTN	(C)	Satori

Film	Networks					Distributor
8½		ST				Corinth
The Electric Horseman	(HBO)	ST*	(TMC)	HTN*		Columbia
Elvis	HBO		(TMC)	HTN		Worldvision
The Evil					C*	New World
Excalibur	(HBO)	(ST)	TMC*			Warner Bros
Fame			TMC*		(C)	MGM/UA
Family Man					C*	HBO
The Fan	(HBO)	ST*	TMC*			Paramount
Far from the Madding Crowd	HBO	ST*				MGM/UA
Father of the Bride		ST				MGM/UA
ffolkes	(HBO)	ST*	TMC	HTN*		Universal
The Final Countdown					C	Filmways
Final Cut			TMC			Satori
Firecracker		ST				New World
The First Nudie Musical					C	World Northal
The French Woman		ST				Film Gallery
From Hell to Victory	(HBO)		TMC	(HTN)		Worldvision
Gal Young Un			TMC			NTV
Gloria				HTN*		Columbia
Going Ape	HBO		TMC			Paramount
Graduation Day		ST			(C)	Wescom
Grand Illusion					C	Janus
The Great Muppet Caper	HBO					AFD
The Green Horizon		ST*		HTN*		Sanrio
The Haunting of Julia	HBO*					Show Biz
The Hearse	HBO	ST*				Viacom
The High Country			(TMC)		C	Crown International
High Midnight				HTN		Universal
High Risk	HBO					Viacom
Hog Wild	HBO					Mutual Films
Hollywood Boulevard		ST*			(C)	New World
Hollywood High		ST				Film Gallery
Home from the Hill		(ST)			C	MGM/UA
Hot Lead and Cold Feet	(HBO)		(TMC)	HTN*		Disney/Buena Vista
The Howling		ST*	(TMC)		(C)	Wescom
Huckelberry Finn		ST				Westchester Corp.
I Love You, Alice B. Toklas					C	Warner Bros.
I Sent a Letter to My Love	(HBO)	ST	(TMC)	(HTN)		Atlantic
I'm All Right Jack					C*	Viacom
The Incredible Voyage of Stingray		ST				ITC
The Inheritance					C	HBO
The Jazz Singer	(HBO)				C	EMI
Journey Back to Oz		ST*				Columbia
The Kids are Alright					C*	New World
Kill or Be Killed			(TMC)		C*	Film Ventures
Le Cage Aux Folles II		(ST)	(TMC)		C*	MGM/UA
The Last Days of Man on Earth			TMC			New World

Cable stats

Film	Networks					Distributor
The Last Hunt		ST*				MGM/UA
The Last Metro	HBO		(TMC)			MGM/UA
Lauren and Hardy's Laughing 20's		ST				MGM/UA
Legend of the Lone Ranger	HBO*					AFD
Les Girls		ST				MGM/UA
Little Darlings			TMC*			Paramount
Little Dragons			TMC			Scott Moger
Loose Shoes			TMC			Film Gallery
Made in Paris		ST				MGM/UA
The Magnificent Hustle				HTN*	C	Worldvision
The Man with Bogart's Face				(HTN)	C*	Viacom
The Marvelous Land of Oz				HTN*		Universal
Mean Streets			(TMC)		C*	Warner Bros
Meanest Men in the West				HTN*		Universal
Monty Python and the Holy Grail			(TMC)		C	Cinema 5
Morgan					C	Viacom
The Music Man					C	Warner Bros
My Champion	HBO					Filmways
Nashville Girl		ST				New World
Night Moves					C*	Warner Bros
Night School			TMC			Lorimar
Norman Is That You?		ST				MGM/UA
On the Right Track	HBO	ST	TMC*	HTN		20th Century-Fox
The Other Side of the Mountain II			TMC	HTN	(C)	Universal
The Outlaw					C*	Universal
Outlaw Blues				HTN*	(C)	Warner Bros
Over the Edge				HTN		Warner Bros
Paradise Alley					C	Universal
Pardon Mon Affaire					C	Samuel Goldwyn Co.
Private Benjamin	HBO	ST	(TMC)			Warner Bros
Pulp					C	MGM/UA
Quadrophenia					C	World Northal
Return of the Secaucus Seven		ST	(TMC)		(C)	Libra
Revenge of the Mysterons from Mars		ST				ITC
Rock for Kampuchea					C	Miramax
Runaway Island	HBO					Grundy
Saturday the 14th	HBO					New World
The Sensuous Nurse					C	Castle Hill
Separate Ways					C	Crown International
Serial			TMC			Paramount
The Shogun Warriors Gal King		ST				Blum Group
The Shogun Warriors Spacekeepers		ST*				Blum Group
The Shout			TMC			Satori
Silence of the North			TMC	HTN		Universal
Silver Streak	HBO	ST				20th Century-Fox
Skatetown U.S.A.		ST	(TMC)			Columbia
The Sleeping Car Murder				HTN	(C)	Warner Bros
Smokey and the Bandit II	(HBO)	ST*	(TMC)	(HTN)		Universal
The Spiral Staircase				HTN	(C)	Warner Bros

Film	Networks					Distributor
St. Ives				HTN	(C)	Warner Bros.
Star Trek The Motion Picture		ST	(TMC)	(HTN)		Paramount
Starting Over	HBO	(ST)				Paramount
Stevie			(TMC)		C*	Samuel Goldwyn Co.
The Story of Adele H.			TMC			New World
Stripes	HBO	ST	TMC			Columbia
The Stunt Man	(HBO)	ST	TMC			Viacom
The Survivor	HBO		TMC			Hemdale
Terror Train	(HBO)	ST*				20th Century-Fox
This Time Forever	HBO					Cinepix
Thunderbirds to the Rescue		ST			(C)	ITC
Toby and the Koala Bear		ST	(TMC)			Satori
Touched by Love	(HBO)		TMC	HTN*		Columbia
Tribute to a Bad Man		ST			C*	MGM/UA
Tuck Everlasting			TMC	(HTN)	C*	Coe Films
Up River		(ST)	TMC		(C)	Gold Key
The V.I.P.'s		(ST)			C	MGM/UA
The Visitor					C	Samuel Goldwyn Co.
The Wanderers					C	Warner Bros.
Which Way is Up?			TMC		(C)	Universal
White Water Sam					C	Keith Larson
Why Would I Lie?			TMC	HTN*		MGM/UA
Winds of Change		ST				Sanrio
The Wrong Arm of the Law					C	Janus
You Light Up My Life					C*	Columbia
Young and Free	(HBO)				C	Manson
Young Lady Chatterly		ST*				Simcom
Zero to Sixty		(ST)	TMC*			Samuel Goldwyn Co.
Zorro, the Gay Blade	HBO	ST	TMC	HTN		20th Century-Fox

■ **Cable Network Legend**

HBO – Home Box Office
ST – Showtime
TMC – The Movie Channel
HTN – Home Theater Network Plus
C – Cinemax

■ Networks in parentheses indicate carriage in January, February, March, April and/or May.

■ An asterisk following a network indicates the film is a carry-over from January, February, March, April and/or May.

■ In total, 170 films appear on the June schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months, 10 films have appeared on four of the five services, 24 on three and 52 on two networks. Eighty-four films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 22, followed by Warner Brothers with 19 and Universal with 14.

■ Bill Murray in "Stripes" graces the program guide covers this June of HBO, Showtime, The Movie Channel and HBO/Cinemax. In Showtime's case, "Stripes" shares the cover with "33 Brompton Place," a new soap opera. The HBO/Cinemax guide also spotlights "Atlantic City," "Cutter's Way," and "Continental Divide." As for HTN Plus, the cover belongs to George Hamilton as "Zorro, the Gay Blade."

Top 20 MSOs

Rank	Multiple System Operator	Basic Subs	Pay Units
1	Tele-Communications Inc.	1,900,000	N.A.
2	American Television and Communications	1,900,000	1,568,000
3	Group W Cable	1,710,425	1,283,276
4	Cox Cable Communications	1,131,981	1,003,398
5	Storer Cable Communications	920,000	1,030,000
6	Warner Amex Cable Communications	907,266	623,696
7	Times Mirror	675,847	427,209 (2/82)
8	Newhouse Broadcasting	618,723	488,568
9	Rogers-UA Cablesystems	589,385	568,787
10	Viacom Cablevision*	532,440	374,338
11	Continental Cablevision	484,000	472,000
12	United Cable Television Corp.	475,268	390,555
13	Sammons Communications	456,593	233,145
14	TeleCable Corp.	309,900	168,200
15	Capital Cities Cable	297,420	181,168
16	General Electric Cable Corp.	295,000	150,000
17	Heritage Communications	248,231	164,077
18	Comcast Corp.	228,473	198,177
19	Liberty Communications	226,000	104,000
20	Cablevision Systems Development	225,107	219,959

†Newhouse Broadcasting includes MetroVision, NewChannels, Vision Cable.
*Viacom Cablevision includes 40% ownership of Nor-Cal Cable.

Top 20 systems

Rank	Location	Operator	Basic Subs	Pay Units
1	San Diego, CA	Cox Cable	213,760	122,654
2	Manhattan, NY	ATC	156,250	87,850
3	Oyster Bay (Long Island), NY	Cablevision Systems	149,552	NA
4	West Orange, NJ	Maclean Hunter	135,383	161,599
5	Los Angeles, CA	Group W Cable	104,750	N.A. (12/31)
6	Wayne, NJ	Rogers-UA Cablesystems	104,286	101,033 (4/6)
7	San Antonio, TX	Rogers-UA Cablesystems	102,856	188,740 (4/6)
8	Tulsa, OK	United Cable	99,220	85,987
9	Erie County, NY	Prime Cable	92,965	65,311
10	San Jose, CA	Gill Industries	90,283	N.A. (2/31)
11	Audubon, NJ	NYT Cable	89,600	94,568
12	Tidewater, VA	Cox Cable	85,297	126,326
13	Austin, TX	ATC	83,500	44,850
14	Central Islip, NY	Viacom	81,277	59,230
15	Orlando, FL	ATC	79,100	66,750
16	Jefferson Parish/Kenner, LA	Cox Cable	73,780	107,000
17	Grand Rapids, MI	General Electric	70,500	37,700 (4/15)
18	Toledo, OH	Buckeye Cablevision	70,447	29,703
19	Hartford/Meriden, CT	Times Mirror	70,392	49,587 (2/82)
20	Manhattan, NY	Group W Cable	70,210	N.A. (1/31)

Note: Basic subscriber and pay unit counts are as of 3/31 unless noted otherwise.